



OPEN STATEWIDE EXAMINATION FOR ASSISTANT PUBLIC INFORMATION OFFICER (Assistant Information Officer)

www.spb.ca.gov

The State of California is an Equal Employment Opportunity employer committed to ensuring the rights of every applicant and employee to work in an environment free from unlawful discrimination and harassment and without regard to race, color, sex/pregnancy, gender, age (40 and above), religion, marital status, national origin, ancestry, disability (mental and physical, including HIV/AIDS), medical condition (i.e., cancer or genetic characteristics), political affiliation or opinion, or sexual orientation.

It is the objective of the State of California to achieve a drug-free state workplace. Any applicant for State employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the State, the rules governing civil service, and the special trust placed in public servants.

EXAMINATION TYPE

This is an open statewide examination. Examination and/or Employment Applications will not be accepted on a promotional basis. Career credits do not apply.

HOW TO APPLY

Please submit an Examination and/or Employment Application (STD. 678) form to the address indicated below. **DO NOT SUBMIT EXAMINATION AND/OR EMPLOYMENT APPLICATION FORMS TO THE STATE PERSONNEL BOARD.**

NOTE: All Examination and/or Employment Application forms must include: "to" and "from" dates (month/day/year); time base; and civil service class titles. Examination and/or Employment Application forms received without this information will be rejected. Resumes will not be accepted in lieu of a completed Examination and/or Employment Application (STD. 678) form.

WHERE TO APPLY

MAIL OR HAND DELIVER EXAMINATION AND/OR EMPLOYMENT APPLICATION FORMS TO:

DEPARTMENT OF MENTAL HEALTH
PERSONNEL, SELECTION SERVICES UNIT
ATTN: AMANDA SMART
1600 9TH STREET, ROOM 121
SACRAMENTO, CA 95814
(916) 653-0886

EXAMINATION ELIGIBILITY LIMITATION

A candidate may be tested only once during any testing period. The testing period for this classification is once every 12 months. If you have taken an examination for this classification within the last 12 months, you are not eligible to compete in this examination.

FINAL FILE DATE

April 3, 2009. Examination and/or Employment Application forms and completed Training and Experience Evaluation forms must be **POSTMARKED** no later than the final filing date. Forms postmarked, personally delivered or received via interagency mail after the final filing date will not be accepted. Examination and/or Employment Application forms must have an original signature; therefore, faxed forms will not be accepted for any reason.

SPECIAL TESTING ARRANGEMENTS

If you have a disability and need special testing arrangements, mark "yes" on Question #2 on the Examination and/or Employment Application form. The Selection Services Unit will contact you to make special testing arrangements.

SALARY RANGE

\$3658 - \$4446 per month

TRAINING AND EXPERIENCE EVALUATION

The Training and Experience Evaluation must be submitted with the Examination and/or Employment Application form in order to participate in this examination. Examination and/or Employment Application forms received without the Training and Experience Evaluation will be rejected. **The Training and Experience Evaluation is included in this bulletin and starts after the 'General Information' page.**

SEE REVERSE SIDE FOR ADDITIONAL INFORMATION

ASSISTANT PUBLIC INFORMATION OFFICER
LZ19/5603/9MH03

Final Filing Date: 04/03/2009

**REQUIREMENTS FOR
ADMITTANCE TO THE
EXAMINATION**

It is your responsibility to make sure you meet the education and/or experience requirements stated on this announcement on the date you submit your application. Your signature on your Examination and/or Employment Application form indicates that you have read, understood, and possess the basic qualifications required.

NOTE: All applicants must meet the education and/or experience requirements for this examination by the final filing date.

**MINIMUM
QUALIFICATIONS**

Qualifying experience may be combined on a proportionate basis if the requirements stated below include more than one pattern and are distinguished as "Either" **I**, "or" **II**, "or" **III**, etc. For example, candidates possessing qualifying experience amounting to 50% of the required time of Pattern I, and additional experience amounting to 50% of the required time of Pattern II, may be admitted to an examination as meeting 100% of the overall experience requirement.

Either I

One year of experience in the California state service performing the duties of an Editorial Technician.

Or II

Experience: Two years of experience writing, reporting or editing for a newspaper, news service, radio or television station, or magazine, or in a position having major duties in the area of public relations or public information and involving communicating to the public; and

Education: Equivalent to graduation from college, preferably with a major in journalism, public relations, or English. (Additional qualifying experience may be substituted for the required education on a year-for-year basis.)

DEFINITION OF TERMS

"performing the duties of . . ." means that the applicant must have the amount of experience in State civil service in the classification or have served in a T&D in the classification specified.

"Equivalent to graduation from college"....means the applicant must have satisfaction of the requirements for a bachelor's degree from an accredited college or university. Completion of the number of units typical of four full years of college (120 or more semester units or 180 or more quarter units). This means the applicant must show receipt of a bachelor's degree.

**SPECIAL PERSONAL
CHARACTERISTICS**

High interest in the field of public information work; originality and creativeness; ability to establish and maintain cooperative working relations with representatives of the news media and other public groups; ability to gain and hold the confidence and respect of those contacted in the work; and ability to assume increasing responsibility.

POSITION DESCRIPTION

Under supervision, performs the less difficult professional and technical activities associated with the conduct of a comprehensive program to inform the public of the activities and objectives of a State agency; and to do other related work. Typical tasks include: writes copy for news releases, brochures, pamphlets, other departmental publications, and material to be broadcast on radio and/or television; conducts research in the preparation of news releases, articles and speeches; answers inquiries from the representatives of the news media and from other persons; distributes news releases and other information material through publicity channels such as newspapers, news services, periodicals, radio and television; prepares correspondence; prepares exhibits; prepares layouts, including page dummies of pamphlets, brochures and other publications for printing; reads and corrects proofs; keeps or supervises the keeping of scrapbooks, files of clippings and other information of value to the department.

POSITION LOCATION(S)

Positions exist statewide.

SEE NEXT PAGE FOR ADDITIONAL INFORMATION

**EXAMINATION
INFORMATION**

This examination will consist of a Training and Experience Evaluation weighted 100%. In order to obtain a position on the eligible list, a minimum rating of 70% must be attained.

Competitors who submit an Examination and/or Employment Application form without the completed Training and Experience Evaluation will be disqualified.

EXAMINATION SCOPE**Training and Experience Evaluation – Weighted 100%**

Knowledge of:

1. Techniques of preparing, producing and disseminating information, utilizing all major media of communication.
2. English grammar and spelling.
3. California State Government.

Ability to:

1. Write and prepare for publication or reproduction less difficult news releases, magazine articles, correspondence, booklets, brochures, pamphlets, magazines, reports, speeches, scripts for radio, television or motion pictures, and other information material.
2. Communicate effectively.
3. Analyze data.

**ELIGIBLE LIST
INFORMATION**

An open eligible list will be established for all State Agencies/Departments. The list will be abolished 24 months after it is established unless the needs of the service and/or conditions of the list warrant a change in this period.

VETERANS PREFERENCE

Veterans preference credit will not be granted in this examination since it does not qualify as an entrance examination under the law.

QUESTIONS

If you have any questions concerning this announcement, please contact the Department of Mental Health, Selection Services Section, 1600 9th Street, Room 121, Sacramento, CA 95814, (916) 654-2351.

GENERAL INFORMATION

It is the competitor's responsibility to contact the Department of Mental Health, Selection Services Unit at (916) 654-2351 three weeks after the final filing date if she/he has not received a progress notice.

Examination and/or Employment Application (STD. 678) forms are available at the State Personnel Board, local offices of the Employment Development Department, the Department of Mental Health, and accessible on the internet at www.spb.ca.gov.

If you meet the requirements stated on this bulletin, you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Competitors who pass will be ranked according to their scores.

The State Personnel Board reserves the right to revise the examination plan to better meet the needs of the service if the circumstances under which this examination was planned change. Such revision will be in accordance with civil service law and rules and all competitors will be notified.

Eligible Lists: Eligible lists established by competitive examination, regardless of date, must be used in the following order: 1) subdivisional promotional, 2) departmental promotional, 3) multidepartmental promotional, 4) servicewide promotional, 5) departmental open, 6) open. When there are two lists of the same kind, the older must be used first. Eligible lists will expire in one to four years unless otherwise stated on this bulletin.

General Qualifications: Competitors must possess essential personal qualifications including integrity, initiative, dependability, good judgment and ability to work cooperatively with others; and a state of health consistent with the ability to perform the assigned duties of the classification. A medical examination may be required. In open examinations, investigation may be made of employment records and personal history and fingerprinting may be required.

DEPARTMENT OF MENTAL HEALTH
1600 9th Street, Room 121
Sacramento, CA 95814

TDD is a Telecommunications Device for the Deaf and is reachable only from phones equipped with a TDD Device.
From TDD Phones: 1-800-735-2929
From Voice Phones: 1-800-735-2922

SEE REVERSE SIDE FOR TRAINING AND EXPERIENCE QUESTIONNAIRE AND INSTRUCTIONS.

ASSISTANT PUBLIC INFORMATION OFFICER GENERAL INSTRUCTIONS/AFFIRMATION

This Training and Experience Evaluation Questionnaire is the sole component of the Assistant Public Information Officer examination. To obtain a position on the eligible list a minimum score of 70% must be attained. The instructions below should be read carefully and understood before completing this questionnaire. Failure to do so may result in an inability to process your Training and Experience Evaluation Questionnaire and disqualification from this examination.

All applicants **must complete and return the entire** examination packet by the final filing date. The examination packet consists of the following:

1. Examination and/or Employment Application form (STD 678)
2. Conditions of Employment
3. General Instructions/Affirmation Page
4. Training and Experience Evaluation Questionnaire

When completing the Training and Experience Evaluation Questionnaire, please do not choose more than one (1) response per question. The Instructions/Affirmation Page and Examination and/or Employment Application form must have original signatures.

Completed examination packets must be returned to the following address:

**DEPARTMENT OF MENTAL HEALTH
PERSONNEL, SELECTION SERVICES UNIT
ATTN: AMANDA SMART
1600 9TH STREET, ROOM 121
SACRAMENTO, CA 95814**

I hereby certify that the information provided on this Training and Experience Evaluation Questionnaire is true and correct to the best of my knowledge and contains no willful misrepresentations or falsifications. I also understand that if it is later discovered that I have made any false representations, I may be removed from the examination and/or the eligible list resulting from this examination, suffer loss of State employment, and/or suffer loss of the right to compete in any future State examinations.

Signature: _____

Date: _____

Name (Printed): _____

Address _____

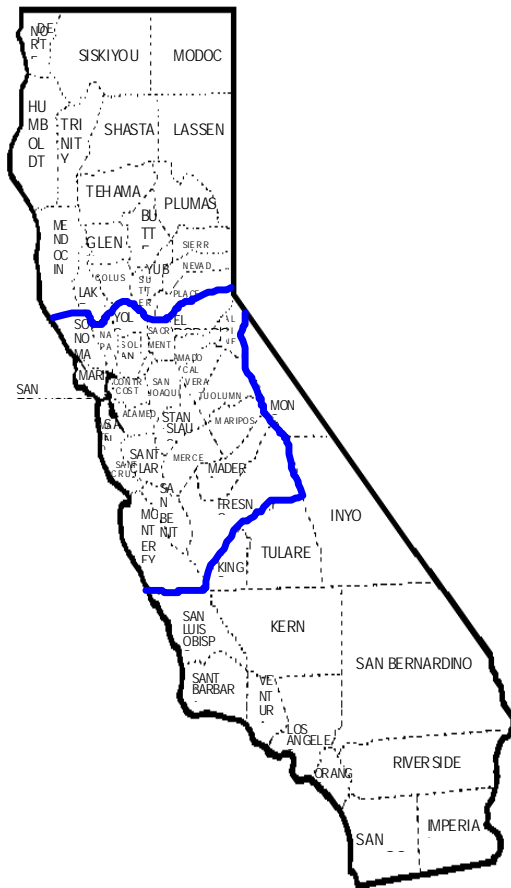
City, State, Zip: _____

CONDITIONS OF EMPLOYMENT
DMH (03/2009)

Name (Printed): _____

POSITIONS ARE AVAILABLE THROUGHOUT THE STATE	If you are successful in this examination, your name will be placed on an active employment list and referred to fill vacancies according to the conditions you specify on this form. If, after you are contacted for a job, you are unwilling to accept work or do not reply promptly to the contact, you will be charged a waiver and your name will be made inactive. Your name will remain inactive until you request it to be made active again. However, <u>On Open Employment Lists</u> , after three such waivers, your name cannot be made active.
TYPE OF APPOINTMENT YOU WILL ACCEPT	<input type="checkbox"/> (D) Permanent Full Time <input type="checkbox"/> (R) Other Than Permanent Full Time <input type="checkbox"/> (A) Both
LOCATIONS IN WHICH YOU ARE WILLING TO WORK	Please place a check mark (✓) next to your choices – You Will Not Be Offered A Job In Locations Not Checked. If more than 15 selections are made, you may be considered available for work anywhere in the State.

- ☐ **ANYWHERE IN THE STATE** – If checked, no further selection is necessary.
- ☐ **8004 ANYWHERE IN THE NORTHERN REGION** or make Northern Region county choices below.
- | | | |
|---|---|--|
| <input type="checkbox"/> 0400 Butte | <input type="checkbox"/> 2300 Mendocino | <input type="checkbox"/> 4600 Sierra |
| <input type="checkbox"/> 0600 Colusa | <input type="checkbox"/> 2500 Modoc | <input type="checkbox"/> 4700 Siskiyou |
| <input type="checkbox"/> 0800 Del Norte | <input type="checkbox"/> 3100 Placer | <input type="checkbox"/> 5200 Tehama |
| <input type="checkbox"/> 1200 Humboldt | <input type="checkbox"/> 3200 Plumas | <input type="checkbox"/> 5300 Trinity |
| <input type="checkbox"/> 1700 Lake | <input type="checkbox"/> 4500 Shasta | <input type="checkbox"/> 5800 Yuba |
- ☐ **8001 ANYWHERE IN THE CENTRAL REGION** or make Central Region county choices below.
- | | | |
|--|---|---|
| <input type="checkbox"/> 0100 Alameda | <input type="checkbox"/> 2200 Mariposa | <input type="checkbox"/> 4100 San Mateo |
| <input type="checkbox"/> 0200 Alpine | <input type="checkbox"/> 2400 Merced | <input type="checkbox"/> 4300 Santa Clara |
| <input type="checkbox"/> 0300 Amador | <input type="checkbox"/> 2700 Monterey | <input type="checkbox"/> 4400 Santa Cruz |
| <input type="checkbox"/> 0500 Calaveras | <input type="checkbox"/> 2800 Napa | <input type="checkbox"/> 4800 Solano |
| <input type="checkbox"/> 0700 Contra Costa | <input type="checkbox"/> 3400 Sacramento | <input type="checkbox"/> 4900 Sonoma |
| <input type="checkbox"/> 0900 El Dorado | <input type="checkbox"/> 3500 San Benito | <input type="checkbox"/> 5000 Stanislaus |
| <input type="checkbox"/> 1000 Fresno | <input type="checkbox"/> 3800 San Francisco | <input type="checkbox"/> 5500 Tuolumne |
| <input type="checkbox"/> 2000 Madera | <input type="checkbox"/> 3900 San Joaquin | <input type="checkbox"/> 5700 Yolo |
| <input type="checkbox"/> 2100 Marin | | |
- ☐ **8011 ANYWHERE IN THE SOUTHERN REGION** or make Southern Region county choices below.
- | | | |
|---|--|---|
| <input type="checkbox"/> 1300 Imperial | <input type="checkbox"/> 2600 Mono | <input type="checkbox"/> 4000 San Luis Obispo |
| <input type="checkbox"/> 1400 Inyo | <input type="checkbox"/> 3000 Orange | <input type="checkbox"/> 4200 Santa Barbara |
| <input type="checkbox"/> 1500 Kern | <input type="checkbox"/> 3300 Riverside | <input type="checkbox"/> 5400 Tulare |
| <input type="checkbox"/> 1600 Kings | <input type="checkbox"/> 3600 San Bernardino | <input type="checkbox"/> 5600 Ventura |
| <input type="checkbox"/> 1900 Los Angeles | <input type="checkbox"/> 3700 San Diego | |



Signature: _____ Date: _____

Address: _____

City, State, Zip: _____

ASSISTANT PUBLIC INFORMATION OFFICER TRAINING AND EXPERIENCE EVALUATION QUESTIONNAIRE

For the following questions please indicate

- a) The importance of each skill to your assignment.
- b) Where applicable, what percentage of time was devoted to each skill.
- c) Where applicable, how much experience, training (formal and/or informal) and/or education do you have that relates to each skill.

Use the rating scales that are provided with each skill. NOTE: The rating scales may be different for various skills. Please read them carefully before responding.

Subject Area 1: Effective Communication Skills and Interpersonal Relationships

An Assistant Information Officer may be expected to communicate clearly with government officials and members of the press as well as representatives of the general public. Assistant Information Officers depend on the strength of their relationships with co-workers, management, colleagues, and members of the media. Please rate your experience with respect to each of the skills below. Experience gained as part of schooling is acceptable.

1. **Communication Skills:** Respond to inquiries from officials and representatives of various constituencies.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

Subject Area 1: Effective Communication Skills and Interpersonal Relationships

An Assistant Information Officer may be expected to communicate clearly with government officials and members of the press as well as representatives of the general public. Assistant Information Officers depend on the strength of their relationships with co-workers, management, colleagues, and members of the media. Please rate your experience with respect to each of the skills below. Experience gained as part of schooling is acceptable.

2. Communication Skills: Respond to inquiries from the media.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

3. Communication Skills: Speak to groups and individuals who inquire regarding the organization's activities.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

Subject Area 1: Effective Communication Skills and Interpersonal Relationships

An Assistant Information Officer may be expected to communicate clearly with government officials and members of the press as well as representatives of the general public. Assistant Information Officers depend on the strength of their relationships with co-workers, management, colleagues, and members of the media. Please rate your experience with respect to each of the skills below. Experience gained as part of schooling is acceptable.

4. **Communication Skills:** Serve as the organization's official representative at meetings of constituency groups and/or media presentations.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

5. **Interpersonal Relationships:** Establish and maintain cooperative relationships with stakeholders.

How important was this skill to your assignment(s)?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

6. **Interpersonal Relationships:** Establish and maintain cooperative relationships with media, blogs, trade press, and other online sources.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

Subject Area 2: Applying Effective Organizational Skills

An Assistant Information Officer must possess effective organizational skills in order to contribute to a productive information/public relations program. Please rate your experience with respect to each of the skills below. Experience gained as part of schooling is acceptable.

7. **Organizational Skills:** Participate in planning and execution of formal news conferences, promotional events, and meetings to disseminate critical information.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

How much experience, training (formal and/or informal) and/or education do you have with respect to performing this skill?

- ☐ Extensive (4+ years)
- ☐ Moderate (minimum of 3 years)
- ☐ Marginal (up to 2 years)
- ☐ Minimal (fewer than 2 years)

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

Subject Area 2: Applying Effective Organizational Skills

An Assistant Information Officer must possess effective organizational skills in order to contribute to a productive information/public relations program. Please rate your experience with respect to each of the skills below. Experience gained as part of schooling is acceptable.

8. **Organizational Skills:** Participate in planning and coordinating sponsorships or other publicity-related activities in order to raise public awareness of an organization's goals or objectives.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

How much experience, training (formal and/or informal) and/or education do you have with respect to performing this skill?

- ☐ Extensive (4+ years)
- ☐ Moderate (minimum of 3 years)
- ☐ Marginal (up to 2 years)
- ☐ Minimal (fewer than 2 years)

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

Subject Area 3: Reading and Comprehending Written Documents and Materials

An Assistant Information Officer is required to read and comprehend a wide variety of written documents including press releases, proposed legislation, requests for information, and other publications. Please rate your experience and/or education with respect to each of the skills below. Experience gained as part of schooling is acceptable.

9. **Comprehension:** Review and edit newsletters and/or press releases for the purpose of disseminating information to members of the general public.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

How much experience, training (formal and/or informal) and/or education do you have with respect to performing this skill?

- ☐ Extensive (4+ years)
- ☐ Moderate (minimum of 3 years)
- ☐ Marginal (up to 2 years)
- ☐ Minimal (fewer than 2 years)

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

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An Assistant Information Officer is required to read and comprehend a wide variety of written documents including press releases, proposed legislation, requests for information, and other publications. Please rate your experience and/or education with respect to each of the skills below. Experience gained as part of schooling is acceptable.

10. **Comprehension:** Read and interpret requests for sensitive information from stakeholders.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

11. **Comprehension:** Evaluate written information and understand its significance for the organization.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

Subject Area 3: Reading and Comprehending Written Documents and Materials

An Assistant Information Officer is required to read and comprehend a wide variety of written documents including press releases, proposed legislation, requests for information, and other publications. Please rate your experience and/or education with respect to each of the skills below. Experience gained as part of schooling is acceptable.

12. Comprehension: Review and edit scripts for radio or television announcements.
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How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

How much experience, training (formal and/or informal) and/or education do you have with respect to performing this skill?

- ☐ Extensive (4+ years)
- ☐ Moderate (minimum of 3 years)
- ☐ Marginal (up to 2 years)
- ☐ Minimal (fewer than 2 years)

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

Subject Area 4: Conducting Public Relations Research

An Assistant Information Officer must conduct research related to the image and identity of the organization they represent. Information derived from this research is used to assist management in the decision making process and in developing goals and objectives for public relations programs. Please rate your experience and/or education with respect to each of the skills below. Experience gained as part of schooling is acceptable.

13. **Research:** Conduct research in the preparation of news releases, articles and speeches.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

How much experience, training (formal and/or informal) and/or education do you have with respect to performing this skill?

- ☐ Extensive (4+ years)
- ☐ Moderate (minimum of 3 years)
- ☐ Marginal (up to 2 years)
- ☐ Minimal (fewer than 2 years)

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

Subject Area 4: Conducting Public Relations Research

An Assistant Information Officer must conduct research related to the image and identity of the organization they represent. Information derived from this research is used to assist management in the decision making process and in developing goals and objectives for public relations programs. Please rate your experience and/or education with respect to each of the skills below. Experience gained as part of schooling is acceptable.

14. **Research:** Conduct demographic and issue research to determine effective targeted communication methods for information.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

How much experience, training (formal and/or informal) and/or education do you have with respect to performing this skill?

- ☐ Extensive (4+ years)
- ☐ Moderate (minimum of 3 years)
- ☐ Marginal (up to 2 years)
- ☐ Minimal (fewer than 2 years)

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

Subject Area 5: Writing Public Relations Documents and Materials

Assistant Information Officers must possess effective writing skills. They frequently draft materials for a wide variety of audiences and information for dissemination through radio, television, publications, and brochures. Please rate your experience and/or education with respect to each of the skills below. Experience gained as part of schooling is acceptable.

15. Writing: Write articles for internal and/or external publications.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

How much experience, training (formal and/or informal) and/or education do you have with respect to performing this skill?

- ☐ Extensive (4+ years)
- ☐ Moderate (minimum of 3 years)
- ☐ Marginal (up to 2 years)
- ☐ Minimal (fewer than 2 years)

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

Subject Area 5: Writing Public Relations Documents and Materials

Assistant Information Officers must possess effective writing skills. They frequently draft materials for a wide variety of audiences and information for dissemination through radio, television, publications, and brochures. Please rate your experience and/or education with respect to each of the skills below. Experience gained as part of schooling is acceptable.

16. Writing: Prepare news releases, brochures, pamphlets or other publications.
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How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

How much experience, training (formal and/or informal) and/or education do you have with respect to performing this skill?

- ☐ Extensive (4+ years)
- ☐ Moderate (minimum of 3 years)
- ☐ Marginal (up to 2 years)
- ☐ Minimal (fewer than 2 years)

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

Subject Area 5: Writing Public Relations Documents and Materials

Assistant Information Officers must possess effective writing skills. They frequently draft materials for a wide variety of audiences and information dissemination modalities including radio, television, the press, or specialized brochures. Please rate your experience and/or education with respect to each of the skills below. Experience gained as part of schooling is acceptable.

17. **Writing:** Write copy for public service announcements and other material to be broadcast on radio and/or television.

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

How much experience, training (formal and/or informal) and/or education do you have with respect to performing this skill?

- ☐ Extensive (4+ years)
- ☐ Moderate (minimum of 3 years)
- ☐ Marginal (up to 2 years)
- ☐ Minimal (fewer than 2 years)

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

Subject Area 5: Writing Public Relations Documents and Materials

Assistant Information Officers must possess effective writing skills. They frequently draft materials for a wide variety of audiences and information dissemination modalities including radio, television, the press, or specialized brochures. Please rate your experience and/or education with respect to each of the skills below. Experience gained as part of schooling is acceptable.

18. Writing: Write Website content.
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How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

How much experience, training (formal and/or informal) and/or education do you have with respect to performing this skill?

- ☐ Extensive (4+ years)
- ☐ Moderate (minimum of 3 years)
- ☐ Marginal (up to 2 years)
- ☐ Minimal (fewer than 2 years)

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

Subject Area 6: Using Technology; e.g., computers, presentation aids, media, audio visual.
Assistant Information Officers are required to use computers and various computer systems in order to write, conduct research, set up formulas, create graphics, as well as enter, store, and retrieve data for the purpose of supporting the organization in its effort to effectively communicate with departments, various constituency groups and the general public. Please rate your experience and education with respect to each of the skills below. Experience gained as part of schooling is acceptable.

- | |
|---|
| 19. Using technology: Electronically format/layout public relations documents such as press releases, news letters, organization reports, marketing plans, brochures, Web pages. |
|---|

How important was this skill to your assignment?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

How many of the following programs are you proficient: Access Database, Excel, Power Point, Adobe Dreamweaver, Adobe Illustrator, Adobe In Design, Adobe PageMaker, Adobe Photoshop.

- ☐ 8
- ☐ 6 to 7
- ☐ 3 to 5
- ☐ 2 or fewer

Subject Area 6: Using Technology; e.g., computers, presentation aids, media, audio visual.
Assistant Information Officers are required to use computers and various computer systems in order to write, conduct research, set up formulas, create graphics, as well as enter, store, and retrieve data for the purpose of supporting the organization in its effort to effectively communicate with departments, various constituency groups and the general public. Please rate your experience and education with respect to each of the skills below. Experience gained as part of schooling is acceptable.

20. **Using technology:** Use computerized tools such as databases or the Internet to research public relations information.

How important was this skill to your assignment(s)?

- ☐ Essential
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

In your most recent assignment, what percentage of time was devoted to this skill?

- ☐ 80% or more
- ☐ 50% to 79%
- ☐ 20% to 49%
- ☐ Less than 20%

How many of the following research types are you proficient: legislative, media archives, stakeholder, demographic, political.

- ☐ 5
- ☐ 4
- ☐ 2-3
- ☐ 1